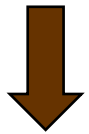


# Evolution of the TAFE Library in a technology charged world

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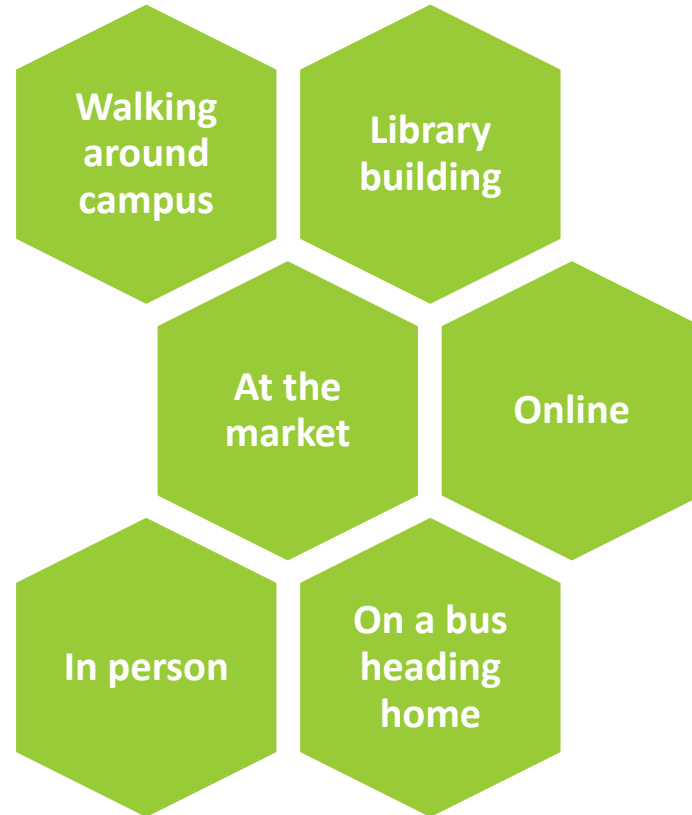


OMNI-CHANNEL  
STRATEGY



Orchestrating the customer experience across all channels

Seamless, integrated and consistent



Library interacts with students through multiple channels each working synchronously

Reach customers where ever they are

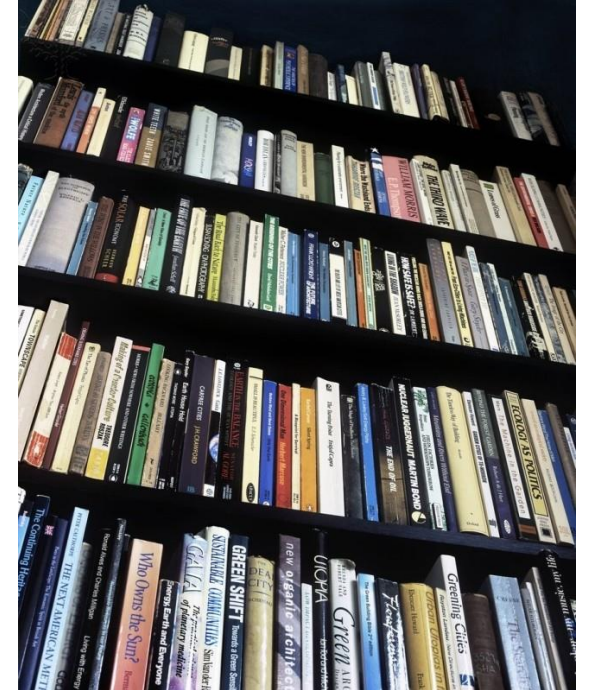
OMNI-CHANNEL  
STRATEGY

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**Smartphone Users Worldwide Will  
Total 1.75 Billion in 2014**



**WHY  
OMNI-CHANNEL?**



Libraries already have an  
omni-channel in place

Channels complement  
each other



Adopt the best from the  
physical and online worlds


Integrate digital technology  
into the physical space,  
expand the website and use  
social media

WHAT SHOULD IT  
LOOK LIKE?



## QUESTIONS?

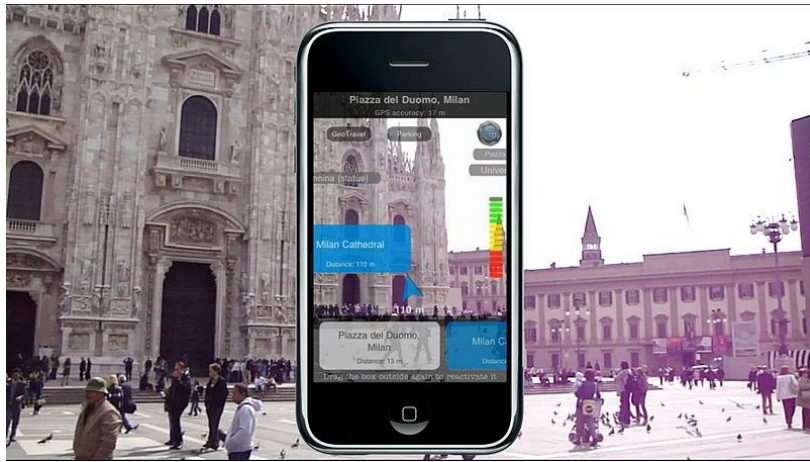
Chat live with an online representative.



[Chat with us now](#)

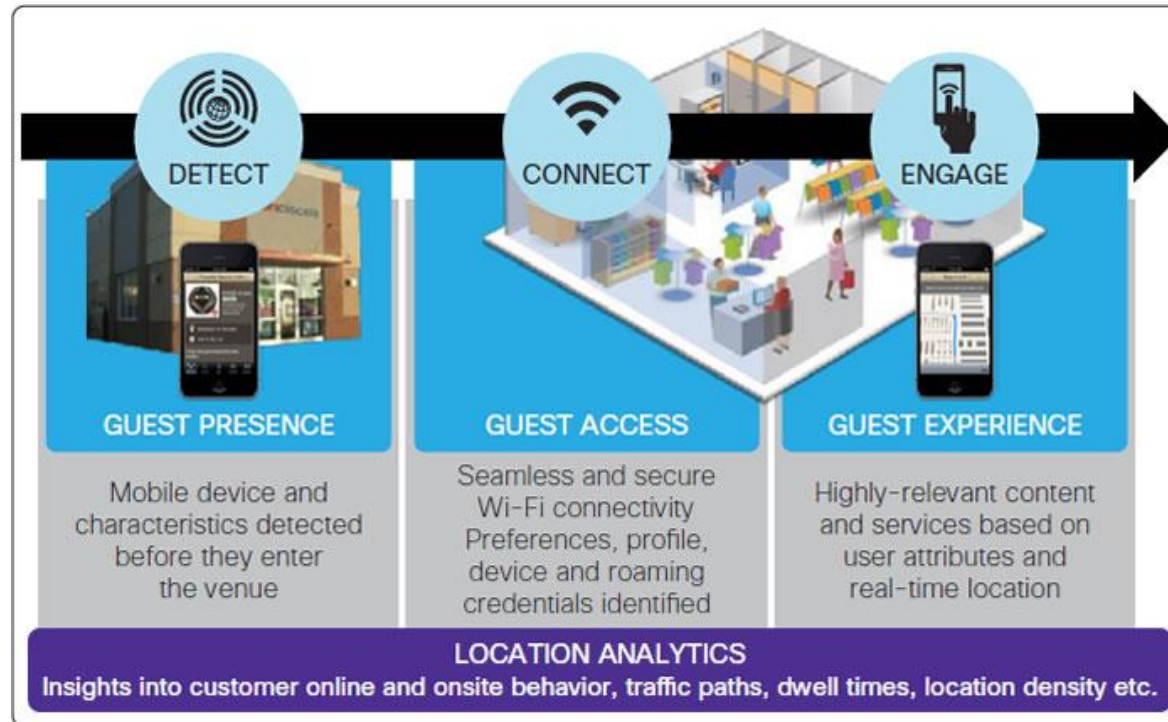
Start Chat

INTERNET  
RELAY CHAT



AUGMENTED  
REALITY





INDOOR  
POSITIONING  
TECHNOLOGY



Set up the best possible web technology



Adopt a concierge model for the website

Students need to be able to engage in a two way dialogue on entering the e-Library

Content on the website needs to be curated and customised

WEB  
TECHNOLOGY

Communicate information  
that is in the 'immediate'



Facebook for 'what is  
happening this week'

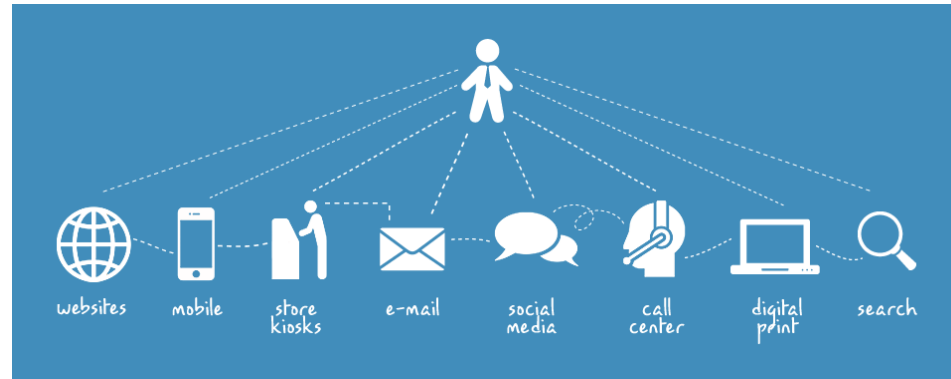
Used to meet demanding  
students looking for fast  
information with least  
amount of effort

Twitter for 'what is happening  
right now'

SOCIAL MEDIA

Redirect resources away  
from the physical space and  
towards the digital

Task redesign is required



The skill set will change

Think omni-channel

MOVING  
FORWARD

# THANK YOU

Slide	Reference
4	<p>South American woman looking at cell phone. [Photography]. <i>Encyclopædia Britannica ImageQuest</i>. Retrieved 25 Aug 2014, from <a href="http://quest.eb.com/#/search/154_2901831/1/154_2901831/cite">http://quest.eb.com/#/search/154_2901831/1/154_2901831/cite</a></p> <p>Books on bookshelves. [Photography]. <i>Encyclopædia Britannica ImageQuest</i>. Retrieved 25 Aug 2014, from <a href="http://quest.eb.com/#/search/132_1223754/1/132_1223754/cite">http://quest.eb.com/#/search/132_1223754/1/132_1223754/cite</a></p>
5	<p><a href="http://asiancorrespondent.com/112946/nc-state-poole-college-of-management/nc-state-hunt-library/">http://asiancorrespondent.com/112946/nc-state-poole-college-of-management/nc-state-hunt-library/</a></p>
6	<p>Chaos Computer Club 28th Congress. [Photography]. <i>Encyclopædia Britannica ImageQuest</i>. Retrieved 25 Aug 2014, from <a href="http://quest.eb.com/#/search/115_3913224/1/115_3913224/cite">http://quest.eb.com/#/search/115_3913224/1/115_3913224/cite</a></p>
7	<p><a href="http://commons.wikimedia.org/wiki/File:Augmented_GeoTravel.jpg">http://commons.wikimedia.org/wiki/File:Augmented_GeoTravel.jpg</a></p> <p><a href="http://www.flickr.com/photos/azugaldia/7457645618">http://www.flickr.com/photos/azugaldia/7457645618</a></p> <p><a href="http://www.environmentteam.com/concept/eyespot-high-tech-sun-powered-bus-stop/">http://www.environmentteam.com/concept/eyespot-high-tech-sun-powered-bus-stop/</a></p>
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9	<p><a href="http://www.them.pro/urls">http://www.them.pro/urls</a></p>